

Perhaps America may be wise enough to learn common sense from the experience of Europe.—J. W. Johnson.

Honolulu Star-Bulletin

HONOLULU STAR-BULLETIN, MONDAY, JULY 26, 1915.

SPORTS, CLASSIFIED AND SHIPPING SECTION

NINE

FEDERAL AUTHORITIES BLAMED FOR CHICAGO STEAMBOAT TRAGEDY; 934 BODIES LIE IN CITY MORGUE

Police Chief Says Inspectors Knew That Eastland Was Unsafe

VESSEL REFUSED RATING BY SHIPPING BUREAU

Grave Ship Still Bottom Up, Making Salvage Work Very Difficult

[Associated Press by Federal Wireless] CHICAGO, Ill., July 26.—Blame for the Eastland disaster Saturday, in which more than a thousand employees of the Western Electric Company were drowned, is laid by the chief of police and the state's attorneys on the federal authorities.

The chief of police blames the federal inspectors at the pier, who, he charges, allowed the vessel to take on more passengers than she was licensed to carry. The state's attorney blames the bureau of inspection, which, he says, had been warned that the vessel was top-heavy and never should have been permitted to remain in the excursion service.

Police Charge Federal Negligence.

Criminal negligence, the chief of police charges, will be proved by documents seized in the captain's cabin, after the Eastland had gone down. The papers show, says the chief, that the vessel was licensed to carry 2000 passengers and a crew of 70. The federal inspectors admit that they passed \$500.

Many Bodies Recovered.

Nine hundred and thirty-four bodies have been taken to the morgue, of which 539 have been identified. In their clothing has been found cash to the amount of \$2500 and the dead were valued at \$10,000. The best estimate is that the total death list will not greatly exceed one thousand.

The vessel has not been righted yet, and until she has been it will not be possible to explore her submerged cabin. The difficult, slow work of salvage is being carried on unrelentingly.

Wilson Sends Message.

Messages of sympathy to the acting mayor have poured in by the hundred, and among them are telegrams from President Wilson and Sir Thomas Lipton.

Ball games have been cancelled, amusement houses are closed, and the entire city is in mourning.

The directors of the Western Electric Company have appropriated \$100,000, and a civic committee, organized on the spur of the moment, has raised \$200,000 more for relief.

Treasurer of Steamship Company Arrested.

W. O. Steele, treasurer of the St.

Joseph and Chicago Steamship Company, owners of the Eastland, was arrested Saturday afternoon, and will be held for trial on a charge of manslaughter. A grand jury was impaneled.

IN WAR ARENA

STRONG GERMAN POSITION.

PARIS, France, July 26.—The powerful German defensive works between the heights of La Fontelle and Taunais, in the Ban de Sapt region of the Vosges, northwest of Colmar, on the Alsatian frontier, have fallen.

The official French bulletin announces that they were stormed Saturday night in a fierce infantry charge, preceded by a brief but destructive concentrated artillery fire.

The French occupied the southern portion of the town of Taunais, in addition to the German field works, in which they found 700 wounded, whom the Germans had been forced to abandon.

Fierce house to house fighting in Taunais for the possession of the entire city is now going on.

PETROGRAD DENIES TROOPS ROUTED.

LONDON, Eng., July 25.—Despatches from Petrograd, while stating that the fighting in Courland is going against the Russians, do not admit the rout claimed by Berlin. The counter attacks made by the Russians have cleared the pressure against the Lublin-Chelm railroad line, while the investment of Ivangorod has had to be lifted, the besiegers being hurled back with the loss of a part of their artillery.

SUBMARINES ACTIVE; GERMANS LOSE ONE.

LONDON, Eng., July 26.—After a week of freedom from marine losses by German submarines, the Allies lost seven vessels yesterday in 12 hours. Five of them were British trawlers.

In revenge, the admiralty announces that one German boat was destroyed in a combined raid by seaplanes and destroyers, which opened up a bombardment of bombs from the air and shells from rapid-firers.

In the North Sea, the British steamer Firth was torpedoed and sank with four of her crew. In the same waters the Grimby trawler Perseus collided with a floating mine and was blown to bits. All ten of her crew were instantly killed.

A small French steamer and four other trawlers complete the losses for the day.

BRITAIN APOLOGIZES FOR BREACH OF NEUTRALITY.

CHRISTIANIA, Norway, July 25.—Great Britain has formally expressed regret for the violation of Swedish neutral waters which occurred when the German mine-layer Albatross was driven ashore burning, by Russian cruisers, in the battle of the Baltic.

GERMAN AUTHORITIES TO REGULATE FOOD PRICES.

BERLIN, Germany, July 25.—The federal council yesterday issued an order directed to all purveyors of foodstuffs, in which the prices that may legally be charged for articles necessary for the food supply of the people were fixed and regulated.

TURKS GET WORST OF BATTLES IN EAST.

LONDON, Eng., July 25.—At two points the British yesterday were successful in their fighting against the Turks. On the Gallipoli Peninsula, says an official report, the counter attacks of the German-led Moslems against the advanced positions of the British were beaten back, the Turks losing heavily as they advanced from their defensive positions and moved into the open.

An official report from the British expeditionary force engaged in operations in Asia Minor, north of Aden, says that a series of small battles have been fought, the Turks falling back defeated in each encounter.

BREACH WIDENS IN OIL WORKERS' DISPUTE

[Associated Press by Federal Wireless] NEW YORK, N. Y., July 25.—In view of the fact that the men first accepted arbitration and then rejected it, the Standard Oil Company has notified its employees that it will not accede to the demands which they presented again, and the men, in turn, decided not to return to work Monday. The plant is heavily guarded and there was no rioting yesterday.

"Say, young man," asked the old lady at the ticket office, "what time does the next train pull in here and how long does it stay?"

"From two to two to two-two," was the curt reply.

"Well, I declare! Be you the whistle!"

When Your Eyes Need Care Try Murine Eye Remedy

PRESIDENT MAY CALL CONGRESS IN EXTRA SESSION

[Associated Press by Federal Wireless] WASHINGTON, D. C., July 25.—The possibility of an early special session of Congress to meet the nationwide interest that has been created in the question of providing for the adequate defense of the nation, is now expected.

In the special message to Congress, upon which the president is at work, in which he will make recommendations for the strengthening of both the army and navy, it is expected that he will ask Congress to appropriate \$200,000,000 for the army, practically twice the amount that has ever been voted in any appropriation bill.

A Complete Fleet.

For the navy, the special message will recommend appropriations totaling \$250,000,000 for immediate use. The president has reached the conclusion that the navy must be materially strengthened in submarines and in fast battle cruisers and his recommendation will be that the construction of 35 submarines be authorized, with several battle cruisers, four superdreadnoughts and a proportionate number of scout cruisers, fuel ships and submarine tenders.

The plans of the president include the creation of a system under which every youth physically able to bear arms will be given some military education, while the men of the nation will be encouraged to study military elements, to fit them for a second reserve.

PACIFIC MAIL OFFICER CHARGED WITH SMUGGLING

[Associated Press by Federal Wireless] SAN FRANCISCO, Cal., July 25.—Charging that he sold \$10,000 worth of opium in Honolulu, federal officials yesterday placed Quartermaster Winters of the Pacific Mail liner Siberia, under arrest. The charge against Winters is of smuggling the opium into Honolulu and of selling it there.

The Siberia reached here from the Orient and Honolulu on Thursday and the arrest was made on a report called from Hawaii.

BORN.

WONG.—In Honolulu, July 24, 1915, to Mr. and Mrs. K. L. Wong of 1492 Liliha street, a son.

CHING.—In Honolulu, July 24, 1915, to Mr. and Mrs. K. S. Ching of Nuuanu valley, a daughter.

SMITH.—In Crockett, Cal., July 13, 1915, to Mr. and Mrs. Otto Smith, formerly of this city, a son.

WAR BEGAN TO BOIL YEAR AGO; SERBIA DECLINED TO YIELD

One year ago at 6 o'clock last evening, Serbia made her reply to the Austrian demands. This reply was unsatisfactory to Austria, and, one year ago Wednesday, Austria declared war upon Serbia, thus provoking the European conflict, which, despite expectation by all warring powers and neutral nations as well that it would last only a short time, has endured for a year, with no prospect of an immediate conclusion.

YAQUI INDIANS ON RAMPAGE KILL MANY CHINAMEN

[Associated Press by Federal Wireless] LA PAZ, Lower California, July 26.—Sixteen Chinese merchants and two Mexicans were killed yesterday by the unprovoked Yaqui Indians, who are at war with all the world. From their mountain fastnesses they made a swift raid on San Jose de Guaymas and escaped before any organized pursuit took up their trail. Mexican troops from Guaymas are now pursuing them.

U. S. BIBLE UNION WILL PRESENT BIBLE TO JAPAN'S EMPEROR

[Associated Press by Fed. Wireless] SAN FRANCISCO, Cal., July 25.—For the first time in the history of Japan, a Bible is to be presented to the Emperor as an international token of goodwill and Christian unity. The Bible Union of America, through President Wilson, has decided to make the present to Emperor Yoshihito, on his accession to the throne next November.

SAVINGS DEPOSITS WILL BE USED TO AID WAR CHEST

LONDON.—One of the provincial banks has made the announcement that all deposits hereafter made in its savings department will be loaned to the government for the prosecution of the war. The bank, however, undertakes to repay on demand with 3 per cent interest.

John Jones who runs the feed mill at Angola, for instance, will be called on by your representative, who will try to get Mr. Jones to put in a lot of your wire fence and pay for it on arrival. Eventually, John Jones, in turn, sells your wire fence to the farmers in his surrounding territory and pockets profits on each sale that he makes.

Your competitor may work by an entirely different method. He may not have a single salesman. Probably his only employees are in his office. But he uses thousands of dollars' worth of advertising each year, instead of having a sales force. He announces his wares in about 150 different farm journals or agricultural publications. These ads are simply designed to bring in inquiries. The ad says that "this is good wire and that it is only 13c a rod." The farmer is supposed to write in and say: "I would like more information. Send me your catalogue."

Without any salesman this other man (simply by mail) might dispose of as many dollars' worth of wire fence each year as you could—even if they did not make an inch of that wire themselves, whereas you are a big manufacturer.

There are many such cases in which two concerns in the same business operate under entirely different sales methods. This shows you the problem that you would have to face when about to start an advertising campaign. For your first big problem is: "What method of distribution shall I adopt?"

In the two cases cited above you have the same product and the same market. You each have wire fence to sell—and you each have the farmers to whom to sell your fence. The question is, how can you make the greatest profit?—by selling through salesmen, through dealers, or by selling in the direct way, using the mail to persuade people who have asked for further information.

There are also many other possible ways to get distribution. And as to which one to adopt, you must decide. Your decision will, of course, decide as to how you shall advertise—and, whether you want to advertise.

Many economists favor the direct method of distribution from the wholesaler (whether he be the manufacturer or the jobber) right straight to the consumer—the person that will ultimately use the material—whether it be fence or what-not. This method gains more favor all the while. Its advocates claim they thus eliminate all the middlemen. But, in actual figures, it involves a fairly high cost per sale. This is because so much correspondence is necessary, and because the usual cost of getting an inquiry as a result of an advertisement in a magazine is around \$1 for each request thus created.

So, even in the matter of fence, it is possible that the big manufacturer who sells through the local dealer with the help of local advertising may actually undersell his direct-dealing competitor when all is said and done.

What Distributive Method To Choose

As a producer, or wholesaler who seeks to sell more than locally, you must first decide whether your goods are advisable. How to advertise them will depend entirely on the sales system that you wish to use. And that system will be called your method of distribution.

First, you have your product, whether it be made in your factory or whether you buy it from someone else. You decide you want this product to be a big thing. You don't want to limit its sale to your city, or to your section, or even to your state. You want to reach the entire nation—at least as far as transportation limitations will allow.

In other words, you decide that you will use advertising to make the greatest possible distribution of your goods. And if you decide on that, you have to decide on what system to use. For instance, suppose you make wire fence. You will have competitors in the national field, who do not manufacture their own wire fence. They buy it from another factory. Now, both you and these other concerns do a business of three million dollars a year. Yet you have an entirely different system of distribution.

You may dispose of your wire through a sales force. Suppose you have about fifty men—one man to a state. These men go through the country and call on the dealers.

ANDERSON AFTER DATA ON NEED OF DETENTION HOME

Within a few days Probation Officer "Johnny" Anderson may begin gathering data and information to be used by certain territorial officials who are interested in the erection of a home in Honolulu for delinquent and dependent children. Anderson would not discuss the matter today, saying that thus far there is nothing definite to make public.

The legislature of two years ago appropriated about \$7500 for the construction and maintenance of such a home. On many occasions Miss Lucy Ward, humane and girls' probation officer, has called to the attention of the public, through the Star-Bulletin, the need of a detention home. Mr. Anderson also is heartily in favor of it.

Anderson says that on many occasions he has been forced to take delinquent and dependent children into his own home and keep them there until the disposition of their cases in the juvenile court.

BAND CONCERT TONIGHT AT PLEASANTON HOTEL

The Hawaiian band will give a moonlight concert this evening in the Pleasanton Hotel grounds, Punahou, beginning at 6:45 o'clock. The program follows:

PART I.
March—"Court Luncheon No. 6600, A. O. P." (new) Kalani Overture—"Poet and Peasant"..... Suppe
Three Vocal Hawaiian Songs.....
By Hawaiian Band Glee Club
Selection—"The Runaway Girl"..... Monckton
PART II.
Selection—"The Grand Mogul"..... Gus Laders
Three Vocal Hawaiian Songs.....
By Hawaiian Band Glee Club
Waltz from the "Countess Hoffman"..... O. Petras
March—"Alabama Jubilee" (new)..... Geo. W. Cobb
"Aloha Oe".....
"Hawaii Ponoi"

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EXPLOSION ON BOARD BRITISHER IN N. Y. HARBOR

[Associated Press by Federal Wireless] NEW YORK, N. Y., July 25.—An explosion took place yesterday afternoon in the hold of the British freighter Craigside, as she was loading at her dock here. Following the explosion, fire broke out which the firemen, fearing further explosions, had great difficulty in subduing. Damage to the cargo was considerable, some \$144,000 worth of sugar being destroyed. The origin of the explosion has not been traced but it is supposed to have been the work of some German sympathizer.

PLOT UNEARTHED TO WRECK MUNITION WORKS; GERMAN IS ARRESTED

CLEVELAND, O., July 25.—A German, who has not been identified, was arrested here yesterday charged with complicity in a plot to destroy through the use of explosives a number of plants engaged in the manufacture of supplies on war orders for the Allies. The plants marked out by the plotters for destruction, according to the information in the hands of the authorities, are the American Steel Wire Company, the Peerless Motor Car Company and the White Sewing Machine Company. The plan was to drop bottles of nitroglycerine on the buildings from box kites, to be flown over the works at a great height, the dropping of the high explosives to be manipulated from the ground.

The German arrested denies any knowledge of the plot.

FRISCO TONGS IN DEADLY FIGHT; FOUR ARE KILLED

[Associated Press by Federal Wireless] SAN FRANCISCO, Cal., July 26.—Four Chinese were shot and killed here and in Oakland yesterday, and one white man was wounded, in a sudden outbreak of the periodic tong wars.

The attack was begun by the Suey On Tong, which got much the worst of the battle that resulted.

BRITISH PRESS PRAISE ATTITUDE OF WILSON.

LONDON, Eng., July 25.—The British press expresses decided satisfaction over the text of the American reply to the German note, and President Wilson is praised in all quarters for the high stand he has taken in the name of humanity against the inhuman methods of the German warfare at sea.

"The American note is couched in the strongest language that diplomacy could employ without actually breaking off relations with Germany," says the Westminster Gazette, editorially, the quotation being typical of the many other editorial comments.

GARRANZISTAS TAKE FUNSTON'S HINT TO HEART

[Associated Press by Federal Wireless] WASHINGTON, D. C., July 25.—Stern orders issued yesterday by Gen. Frederick Funston, in command of the United States troops on the Mexican border, resulted in the evacuation of Naco by the Carranzistas the same day.

SUBSTITUTE FOR OPIUM IN THE TREATMENT OF DIABETES

A number of medical writers agree that Opium (Codein) is their only agent to reduce sugar in Diabetes. But, due to its inhibitions, it cannot be given in large doses or long enough and failure is the rule. We announce to physicians that Fulton's Diabetic Compound is more definite in its action on the sugar of Diabetes than Opium, is without its faults and has this distinct advantage: it does not suppress but assimilates the sugar, and containing no dangerous or habit forming constituents can be given in sufficient doses and for a sufficient time to get physiological results, viz.: absorption of the sugar in many cases. This gives the physician a free hand to aid as his judgment suggests. There is no conflict. In people over fifty the disappearance of the sugar is commonly followed by the gradual elimination of the throat, weakness and painful symptoms, recoveries being reported in many cases as a natural consequence. Substance of formula surrounds bottle. Thoroughly digested and assimilated. No cumulative or after effects. Honolulu Drug Co., local agents. Literature mailed. John J. Fulton Co., 33 First Street, San Francisco. Some analytical results can usually be looked for the third week. The presence of sugar is a PHYSICAL FACT and its disappearance is a FACT IN PHYSICS.—Adv.

FERRARI GOES TO FRONT.

BERLIN.—Ferrari, the New York Metropolitan Opera Company tenor, who is almost as well known here as in America, is reported as having joined the Italian army. He is the husband of the well-known German court singer, Margarete Matzenauer.

GERMAN COMMENT ON NOTE SHOWS WIDE DIVERGENCE

[Associated Press by Federal Wireless] BERLIN, Germany, July 25.—The full text of the American note, notifying Germany that any further invasion of American rights upon the sea would be considered a "deliberately unfriendly act," has not been published in any of the German papers, but a full summary has been given out for publication by the German foreign office.

The announcement of the firm stand taken by the United States has excited the widest interest and there is a decidedly sharp division among the editors in their comments.

The Lokal Anzeiger, in what is apparently an inspired article, taken to represent the views of the government would have the public adopt, says that the public should maintain its confidence in the further use of submarines by the German admiralty, but that the use of these submarines should combine all the advantages they can bring to Germany with the least possible detriment to neutrals and the interest of neutrals. Belief that the note furnishes grounds for a further diplomatic discussion of the points at issue is expressed in the article.

Unfriendly and Unneutral.

On the other hand, the Tages Zeitung bluntly states that the adoption by Germany of President Wilson's standpoint regarding the limitations on the use of the submarines would be equivalent to passing the death sentence on the whole submarine campaign and the hopes of blockading the British coast. The Tages Zeitung states that it finds the American attitude neither friendly nor necessary for the safeguarding of American interests, nor neutral in spirit.

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Masonic Temple

Weekly Calendar

MONDAY—Oceanic Lodge No. 371; Stat. ed; 7:30 p. m.

TUESDAY—

WEDNESDAY—

THURSDAY—

FRIDAY—

SATURDAY—

SCHOFIELD LODGE

WEDNESDAY—